

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of claims:

1 – 30 (cancelled without prejudice)

31. (previously presented) A system for forecasting the value of business risk after user specified changes, comprising:

- (a) processing means for processing data;
- (b) storage means for storing data;
- (c) first means for obtaining data related to one or more risks of the business enterprise where said risk is from the group consisting of alliance risk, brand risk, channel risk, content risk, contingent liabilities, customer risk, customer relationship risk, employee risk, employee relationship risk, energy risk, external factor risk, event risk, information technology risk, intellectual property risk, knowledge risk, market risk, market volatility, organization risk, partnership risk, process risk, production equipment risk, product risk, technology risk, vendor risk, vendor relationship risk, weather risk, and combinations thereof;
- (d) second means for calculating, for each one of the one or more risks a current operation risk value,
- (e) third means for calculating, for each one of the one or more risks a real option risk value,
- (f) fourth means for calculating, for each one of the one or more risks an investment risk value,
- (g) fifth means for calculating, for each one of the one or more risks a derivative risk value,
- (h) sixth means for calculating, for each one of the one or more risks a market sentiment risk value,
- (i) seventh means for displaying the risk values;
- (j) eighth means for a user modification of, for each one of the one or more risks, a plurality of risk transfer products that mitigate each of said risks,
- (j) ninth means for calculating a new value for each of the each one of the one or more risks after said user modification, and
- (k) tenth means for displaying the new values.

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- 2 -

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32. (new) A method of identifying events that are to be monitored by a business, comprising:
preparing a plurality of event data for a business for use in processing; and
analyzing the data to identify one or more events that should be monitored by said business

where an event that should be monitored affects one or more aspects of financial performance selected from the group consisting of: market value, current operation value, real option value, market sentiment value, derivative value, investment value, market risk, current operation risk, real option risk, market sentiment risk, derivative risk, investment risk, element of value risk, event risk, variability risk, contingent liability risk, revenue, expense, capital change, element of value valuations, and combinations thereof.

33. (new) The method of claim 32 wherein a plurality of event data further comprises one or more fields and associated values for each event.

34. (new) The method of claim 32 wherein a plurality of event data further comprises a plurality of transaction data.

35. (new) The method of claim 32 wherein the method further comprises identifying a measure context that is associated with an event that should be monitored.

36. (new) The method of claim 35 wherein a measure context further comprises a listing of one or more aspects of financial performance impacted by said event where the one or more aspects of financial performance are selected from the group consisting of: market value, current operation value, real option value, market sentiment value, derivative value, investment value, market risk, current operation risk, real option risk, market sentiment risk, derivative risk, investment risk, element of value risk, event risk, variability risk, contingent liability risk, revenue, expense, capital change, element of value valuations, and combinations thereof.

37. (new) The method of claim 32, wherein the method further comprises storing data related to one or more events that are to be monitored in one or more separate tables.

38. (new) The method of claim 36 wherein one or more elements of value are selected from the group consisting of alliances, brands, channels, customers, employees, employee relationships, intellectual capital, partners, production equipment, vendors, vendor relationships and combinations thereof.

39. (new) The method of claim 32 wherein preparing a plurality of event data for use in processing further comprises using metadata mapping to integrate data from said systems in accordance with a common xml or metadata coalition schema.

40. (new) The method of claim 32 wherein one or more events that should be monitored are identified by learning from the data.

41. (new) A computer readable medium having sequences of instructions stored therein, which when executed cause the processor in a computer to perform an event identification method, comprising:

- obtaining a plurality of event data for a business where said data includes one or more fields and associated values; and
- analyzing the data to identify one or more events that should be monitored and a business measure context that is associated with said events

42. (new) The computer readable medium of claim 41 wherein a plurality of event data further comprises data from systems selected from the group consisting of basic financial systems, advanced financial systems, web site management systems, operation management systems, supply chain management systems, risk management systems, customer relationship management systems, partner relationship management systems, channel management systems, knowledge management systems, visitor relationship management systems, intellectual property management systems, investor management systems, vendor management systems, alliance management systems, process management systems, brand management systems, workforce management systems, human resource management systems, email management systems, IT management systems, quality management systems, the Internet and combinations thereof.

43. (new) The computer readable medium of claim 41 wherein a plurality of event data further comprises a plurality of transaction data.

44. (new) The computer readable medium of claim 41 wherein a business measure context further comprises a listing of one or more aspects of financial performance impacted by said event where the one or more aspects of financial performance are selected from the group consisting of: market value, current operation value, real option value, market sentiment value, derivative value, investment value, market risk, current operation risk, real option risk, market sentiment risk, derivative risk, investment risk, element of value risk, event risk, variability risk, contingent liability risk, revenue, expense, capital change, element of value valuations and combinations thereof.

45. (new) The computer readable medium of claim 41, wherein the method further comprises storing data related to one or more events that should be monitored in one or more separate tables.

46. (new) The computer readable medium of claim 44 wherein one or more elements of value are selected from the group consisting of alliances, brands, channels, customers, employees, employee relationships, intellectual capital, partners, production equipment, vendors, vendor relationships and combinations thereof.

47. (new) The computer readable medium of claim 41 wherein obtaining a plurality of event data further comprises:

- obtaining access to a plurality of databases containing preparing a plurality of event data,
- and
- using metadata mapping to integrate data from said systems in accordance with a common schema.

48. (new) The computer readable medium of claim 41 wherein one or more events that should be monitored are identified by learning from the data.

49. (new) A business event system, comprising:

- networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

- obtain a plurality of event data for a business where said data includes one or more fields and associated values; and

analyze the data to identify one or more events that should be monitored because they have an impact on one or more aspects of financial performance of the business and a business measure context that is associated with said events

where a plurality of event data further comprises data from systems selected from the group consisting of basic financial systems, advanced financial systems, web site management systems, operation management systems, supply chain management systems, risk management systems, customer relationship management systems, partner relationship management systems, channel management systems, knowledge management systems, visitor relationship management systems, intellectual property management systems, investor management systems, vendor management systems, alliance management systems, process management systems, brand management systems, workforce management systems, human resource management systems, email management systems, IT management systems, quality management systems, the Internet and combinations thereof.

50. (new) The system of claim 49 wherein a plurality of event data further comprises a plurality of transaction data.

51. (new) The system of claim 49 wherein a business measure context further comprises a listing of one or more aspects of financial performance impacted by said event where the one or more aspects of financial performance are selected from the group consisting of: market value, current operation value, real option value, market sentiment value, derivative value, investment value, market risk, current operation risk, real option risk, market sentiment risk, derivative risk, investment risk, element of value risk, event risk, variability risk, contingent liability risk, revenue, expense, capital change, element of value valuations and combinations thereof.

52. (new) The system of claim 49, wherein the method further comprises storing data related to one or more events that should be monitored in one or more separate tables.

53. (new) The system of claim 49 wherein one or more elements of value are selected from the group consisting of alliances, brands, channels, customers, employees, employee relationships, intellectual capital, partners, production equipment, vendors, vendor relationships and combinations thereof.

54. (new) The system of claim 49 wherein obtaining a plurality of event data further comprises:

- obtaining access to a plurality of databases containing preparing a plurality of event data,
- and
- using metadata mapping to integrate a plurality of data from said systems in accordance with a common schema.

55. (new) The system of claim 49 wherein one or more events that should be monitored are identified by learning from the data.

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